

# 4. LOCAL PROGRAMMING



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In addition to satellite services, distant television signals and pay-TV options, Warner Amex is committed to providing a rich diversity of local programming to serve the varied interests of Milwaukee's citizens.

Warner Amex is an acknowledged industry leader in the field of program development and is committed to high quality local origination programming in the Milwaukee system that reflects the interests and concerns of the community and the historic, cultural and ethnic traditions of the City. Warner Amex believes that local programming should emphasize viewer participation, taking advantage of the advanced technology that has married the computer to the cable to produce interactive "talk back" television.

Warner Amex's principal local origination channel will be "Discover Milwaukee" and its programming will make full use of the interactive QUBE system. Programming will include opinion polling, local issue discussions, game shows, charity auctions, local news, sports, public meetings, special events, educational, health and other informational services. The local programming will cater to the diverse ethnic communities in Milwaukee and will include foreign language programs as well.

The local programming will originate from a Warner Amex Production Center in Milwaukee that will include a QUBE studio and electronic field production units.

Warner Amex expects that access

programming will be a major ingredient of the Milwaukee cable system, and we are committed to encourage full use of the cable system by local individuals and institutions.

Eighteen channels on the subscriber network and thirty-nine channels on the institutional network are dedicated to access. The access facilities and equipment proposed by Warner Amex for Milwaukee include six fully-equipped access centers, and FM audio access studio, three remote origination units, six portapaks, two electronic field production units and 600 QUBE consoles. To ensure the success of community controlled access programming, Warner Amex will provide initial grants and annual funding support to the Milwaukee Access Telecommunications Authority, the Primary and Secondary Educational Consortium, the Higher Educational Consortium, and the City of Milwaukee. In all, Warner Amex has committed \$2,547,000 in capital for access equipment and facilities. Our annual funding support throughout the life of the franchise is approximately 2 per cent of gross subscriber revenues.

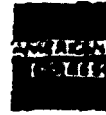
Warner Amex's strong commitment to access in Milwaukee is reflected by the assignment of five specialists to work directly with community programming to develop interactive program uses and to provide additional technical help in production and operations.

City Hall, circa 1852, represents Milwaukee's long-standing tradition of citizens and city officials working together. Warner Amex proposes a cable system that will build upon that tradition—bringing the City and its citizens closer together through a comprehensive access and community communications network.

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**WARNER AMEX  
CABLE COMMUNICATIONS**

Government Relations Office  
New England Region  
185 State Street  
Boston, Massachusetts 02109  
617 720-0343

April 24, 1981

*Martin*

On Thursday, April 23, 1981, Warner Amex submitted an application to the City of Boston to construct and operate a cable television system. Quite candidly, we are very proud of the effort. It represents the best effort of the most financially secure and technologically superior cable company in America.

Warner Amex is committed to serving the nation's major markets; we are already constructing cable systems in Houston, Pittsburgh, Dallas, Cincinnati -- we also serve several smaller communities in 29 states. We believe the urban environment produces the kind of program development, technological innovations and advanced services that are the future of cable communications.

Clearly, Boston -- with its renowned educational, cultural, medical and business resources -- would be a major asset to our cable universe, providing for us a national center for new ideas and new programming that will allow us to serve the nation.

The next step in this process, is a public hearing that will be scheduled by the City of Boston sometime in June. Between now and then, we will continue our efforts to solicit information, in the City of Boston, from people who understand the City and would like to see a state-of-the-art system constructed. We have enclosed a copy of the executive summary, as well as, a pamphlet of questions and answers on cable television.

If you have any questions or comments please call or write, we would like to hear from you.

Very truly yours,

*Peter C. Meade*

Peter C. Meade

Assistant Vice President

*Please call*

## **Community Communications: Boston's Own Programming**

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The Warner Amex cable communications system for the City of Boston will be the conduit for program services from numerous sources, including locally originated programming produced by Warner Amex and community access programming produced by the Boston Access and Information Corporation (BAIC).

### **Local Origination**

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Warner Amex is an acknowledged industry leader in the field of program development and is committed to high quality local origination programming in the Boston system that reflects the interests and concerns of the community and that provides alternative local programming to what is offered by broadcast television. We believe that local programming should emphasize viewer participation, taking advantage of the advanced technology that has married the computer to the cable to produce interactive "talk back" television. In pursuit of this philosophy, Warner Amex has earned a national reputation for program development. Nickelodeon, the Warner Amex award-winning children's network of noncommercial, non-violent programming, began as local programming in Columbus, Ohio. For other local programs, Warner Amex has won numerous awards. Warner Amex programs have been nominated for 13 ACE Awards, the industry's highest awards for programming excellence, in 1981.

"Boston Alive" will be the principal local origination channel in the Boston system, reflecting the City's varied lifestyle and interests and making full use of Warner Amex's widely-acclaimed interactive QUBE system which permits viewers to "talk back" and participate in the local programming. Programming will include opinion polling, local issue discussions, game shows, charity auctions, local sports, news and special events. Other local programming will cater to the diverse ethnic and racial communities in Boston.

The local programming will originate from the Warner Amex Production Center for Interactive Programming, which will include our local origination QUBE studio and the electronic field production units.

We propose that the Warner Amex Production Center become the nucleus of a national video production center involving other communications enterprises, as envisioned by the City and the Boston Redevelopment Authority.

## *Access Programming*

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Warner Amex is committed to encouraging full use of the cable system by local individuals and institutions. Warner Amex proposed the creation of an independent organization for community programming in its first submission to the City of Boston. We are pleased that the City has proposed the establishment of a non-profit corporation to administer access programming--the Boston Access and Information Corporation (BAIC).

The access facilities and equipment proposed by Warner Amex for Boston include seven fully-equipped Community Studios dedicated to access, conveniently located throughout the City; mobile production vehicles and seven portapacks. To ensure the success of this community-controlled access corporation, Warner Amex will provide \$500,000 in funding support in year one, another \$500,000 in year two and is prepared to apply 5% of gross revenues to BAIC, assuming no change in current state and local franchise fees. In the event of a change in franchise fees, Warner Amex is committed to provide an aggregate of 6% for access support and franchise fees.

## *Municipal Access*

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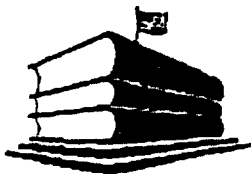
Warner Amex recognizes the important role cable must play in providing citizens with a better understanding of how their city government operates and how municipal agencies can serve their needs.

For this reason Warner Amex will construct a municipal studio for the City of Boston. This studio will be managed by the City and will allow City organizations access to the citizens they serve.

Two channels have been allocated for City use. To assist the City in developing effective programming for these channels, Warner Amex proposes to provide the City with the following start-up funding: \$100,000 in year one; \$200,000 in year two; and \$200,000 in year three.

## *Institutional Uses*

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The City has indicated its strong interest in an institutional service package that will allow Bostonians to realize the numerous benefits of a broadband communications system. Boston enjoys an international reputation based in part on the strength of its cultural, educational, medical, research and development institutions and businesses. As an acknowledged industry leader in technological and programming innovation, Warner Amex looks to Boston's vital institutions as partners in the development of new cable services and uses.





## How Claire Moore got her point across in Milwaukee.

The answer is Public Access TV. Delivering local programming, community news and views, to millions of citizens all over the country, one neighborhood at a time.

It's America's birthright of free speech brought to life in just the way our Founding Fathers would approve—an electronic soapbox.

Special interest programming is a creation of cable TV. Just one example of cable's innovation and imagination that includes such diverse video revolutions as CNN and A&E.

Equally impressive are the technical advancements that have expanded the breadth and quality of television beyond anything the world has ever known. One detail: a clear signal for hundreds of local broadcast stations. Much of this has been paid for by cable operators plowing back profits into new programs and greater channel capacity.

Yet, cable TV remains a great bargain. Amazingly, cable rates have risen less than inflation since 1972.

Since Congress, in its wisdom, passed the 1984 Cable Act, the cable industry has responded by elevating the art of television to new heights. The question is, when something works so well, why change it?



**TIME WARNER**

*The world is our audience*





# **Community Programming Survey**

**St. Louis, MO  
January, 1986**

**Conducted by:**

**Victoria M. Ruschau  
Consumer Research Manager  
ATC Consumer Research and Planning Department  
(303) 799-1200, extension 3234**

## STRATEGIC OVERVIEW

since community programming is becoming a vital community relations and marketing tool in our major markets, ATC has made a considerable commitment to it. We currently have more than 250 full-time field staff and several million dollars of hardware in more than 60 of our markets.

Not only is community programming a key to the success of public service projects, such as the national Child Find campaign, but it is also becoming an important "secret weapon" in meeting our subscriber acquisition and retention goals, broadening cable's identity in the public mind, and even easing refranchising and other business decisions that impact our business. It is a key element to ATC's goal of developing a strong customer and community orientation.

Therefore, ATC's Corporate Public Affairs Department commissioned this survey to learn more about our community programming audience. Specifically, the study was conducted to learn who this audience is and how we can create programs to meet their needs, thus making community programming more effective.

Specific objectives were to determine:

- Awareness of community programming
- Viewership of community programming
- Demographics of viewers
- Community activity of viewers
- Viewer's image of the local cable company

This survey was conducted to specifically learn about the community programming audience in St. Louis. Whenever possible, comparisons with previous community programming surveys are noted.

## METHODOLOGY

Telephone interviews were conducted with 304 viewers of community programming in St. Louis, as well as with 300 nonviewers of community programming. All respondents were subscribers of American Cablevision of St. Louis. Interviews were conducted in December, 1985 by the St. Louis Survey Center, an independent research company in St. Louis. Results were tabulated and analyzed, using standard statistical criteria,

- With its high viewership level in St. Louis, community programming could provide an additional selling point when promoting cable to prospective subscribers. This may be especially helpful by promoting some of the local sports coverage, local entertainment, educational shows, etc., that are exclusive to this channel. In addition, since the vast majority of community programming viewers are long-term subscribers, it is possible that the newer subscribers are not as aware of the programming on this channel.

#### Image

- Community programming can be used to increase the cable company's image as being concerned with the local community. Significantly more community programming viewers in St. Louis rated the cable company positively on various aspects of the company's image regarding community issues than did nonviewers. Thus, this underscores the value of community programming as a public relations tool. More publicity about this programming could increase this value by affecting nonviewers' attitudes as well.



**LONG-RANGE ECONOMIC IMPACT,  
VIEWERSHIP RESEARCH AND NATIONAL DATA BASE PROJECT  
IN SUPPORT OF COMMUNITY CABLE TELEVISION**

**BACKGROUND**

In fall of 1984 Western Michigan University's Media Services Department, in a cooperative relationship with the Washington, D.C., based National Federation of Local Cable Programmers (NFLCP), established itself as the national clearinghouse for audience research related to the various forms of community cable television programming. These include public, educational, governmental, and leased access as well as local origination channels. Prof. Frank R. Jamison, WMU Head of Media Services, sits on both the national and Michigan state chapter boards of directors of the NFLCP, and coordinates the clearinghouse.

**MODEL INSTRUMENT**

In early 1985, Jamison, in association with media research experts at Massachusetts Institute of Technology, ABC Television, Michigan State University and WMU, developed a model research instrument which has since been made available to community cable programmers across the United States. This instrument was first used in a carefully devised model study in March, 1985 in the Kalamazoo metropolitan area. Along with conventional measures of commercial service awareness, community channel recognition, specific program identification, and respondent demographics, the instrument successfully measures the perceived value of community channel availability in any given cable market where administered.

**IMPACT**

The long term objective to be met in establishing this clearinghouse and its resultant data base is to document the economic relationship

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between the availability of community cable channels and the local marketability of cable services. Community channel availability seems to be grossly undervalued by the host cable industry both at the collective national level and in many local markets. It seems most practical to talk to cable industry opinion leaders on their own terms; that is, those of economics.

#### CURRENT STATUS

With nearly a hundred studies on file, representing about three hundred franchising authorities (local governmental units, cities, townships, etc.) and a cable household count of nearly two million, the clearing-house is in a position to begin to draw clear and statistically powerful conclusions about the impact of community channels, in terms of both viewership and economic impact.

#### THE FUTURE

As more of the over two thousand access centers across America begin to understand the value of community channel viewership research, the momentum of such activity is certain to increase. Western Michigan University is already established as the national leader in this arena. Because we are the only defined source for a model research instrument and related advice and assistance, the likelihood of growth of our data base is virtually assured.

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COMPOSITE PROFILE.

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Cable Markets Studied	:	78
Substudies by channel type	:	102
Franchising authorities	:	366
Subscribers	:	2677899
States	:	29
Average age of all studies	..	3 years 9 months

Method of survey		
Telephone	:	45
Mail-in	:	29
Telephone & Mail	:	1
Other	:	3

Types of channels in database		
All ACCESS	:	39
Public Only	:	27
Educational (Combined)	:	6
Public Education Only	:	6
Higher Education Only	:	2
Municipal Only	:	13
Library Only	:	2
Other Access	:	0
LOCAL ORIGINATION	:	2
COMBINED ALL ACCESS & LO	:	4
LEASED ACCESS	:	1

BACKGROUND.

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Penetration (N=61 ) : 54.6 %

Number of channels on system (N=57 ) : 40.4

Number of access channels (N=63 ) : 3.08

SURVEY RESULT

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Awareness of community programming on cable system (N=49 ) :

Yes	:	67.8 %
No	:	31.1 %
Don't know	:	1.1 %

Have ever watched these community channels?(N=70 )

Yes	:	50.1 %
No	:	46.9 %
Don't know	:	2.8 %

How often are these community channels being watched?

Within Last 2 weeks (N=33 )		
Not at all	:	33.7 %
1 to 2 times	:	29.5 %
3 to 4 times	:	10.5 %
5 or more	:	12.6 %



Within Last month (N=31 )

Not at all	: 25.0 %
1 to 2 times	: 27.8 %
3 to 4 times	: 12.8 %
5 or more	: 4.9 %

8 weeks or more (N=0 )

Not at all	: 0.0 %
1 to 2 times	: 0.0 %
3 to 4 times	: 0.0 %
5 or more	: 0.0 %

Programs that have been watched on the community channels :

Government Meetings	(N=37 )	: 38.8 %
Local Sports Events	(N=22 )	: 34.8 %
Arts and Entertainment	(N=22 )	: 37.2 %
Health and Wellness	(N=9 )	: 30.9 %
Religious	(N=14 )	: 17.9 %
Political/Public Affairs	(N=30 )	: 25.3 %
Children's programming	(N=12 )	: 17.8 %
Educational programming	(N=14 )	: 36.3 %
Other	(N=102)	

Importance of the presence of community programming in deciding to subscribe or remain with cable. (N=18 )

Not at all	: 51.3 %
Somewhat	: 24.2 %
Important	: 12.4 %
Very important	: 9.5 %

If community channels were not available, would you be willing to pay same for basic cable service ? (N=10 )

Yes	: 61.3 %
No	: 23.2 %
No, how much?	
\$0 - \$2.00	: 0.0 %
\$2.00 - \$4.00	: 0.3 %
\$4.00 - \$6.00	: 2.4 %
\$6.00 - \$8.00	: 0.2 %
\$8.00 - \$10.00	: 0.6 %
Drop cable	: 3.6 %
Unsure/No response	: 92.9 %
Don't know	: 17.1 %

Average - where available (N=3 ) : \$6.39

DEMOGRAPHICS.

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Ages of population surveyed (N=38 ) :

Ages 1 - 18	: 2.7 %
Ages 19 - 30	: 23.0 %
Ages 31 - 42	: 25.9 %
Ages 43 - 45	: 20.1 %
Ages 55 - 66	: 15.8 %
Ages 67 and over	: 10.5 %
Refused	: 2.0 %

Marital status (N=14 ) :

Single	: 38.3 %
Married	: 60.0 %
Refused	: 1.7 %

Some college : 25.5 %  
College graduate: 33.9 %  
Refused : 6.9 %

Employed (N=21 ) :

Yes : 59.0 %  
No : 15.2 %  
Retired : 11.8 %  
Student : 4.6 %  
Refused : 9.5 %

Household income (N=28 ) :

\$15,000 or below: 15.8 %  
\$15 - \$30,000 : 25.3 %  
\$30 - \$45,000 : 23.2 %  
Over \$45,000 : 21.3 %  
Refused : 14.4 %

Sex of respondent (N=40 ) :

Female : 54.0 %  
Male : 46.0 %

**MODEL RESEARCH INSTRUMENT**  
(to be adapted for local use)

Community Programming Viewership Study  
Kalamazoo, Michigan  
November 1987

Developed by Prof. Frank R. Jamison  
Media Services  
Western Michigan University  
Kalamazoo, MI 49008-5001

Phone # \_\_\_\_\_

Respondent's Surname: \_\_\_\_\_  
(from phone book - don't

Callbacks

1 2 3 4 5 6

Date of connected call: \_\_\_\_\_ November 1987

Time: \_\_\_\_\_ a.m. p.m.

Status: Completed \_\_\_\_\_ Verified \_\_\_\_\_  
Disconnected \_\_\_\_\_  
Refused \_\_\_\_\_

Prof. Frank R. Jamison  
Head of Media Services  
General Manager, EduCABLE  
Kalamazoo, Michigan 49008-5001  
616 387-5004  
Fax: 616 387-4630

WESTERN MICHIGAN UNIVERSITY

Hello, my name is \_\_\_\_\_. I'm calling from the Media Services Department at Western Michigan University. We are conducting a survey on television viewing in the Kalamazoo area....

Would you take a few minutes to answer some questions?

- \_\_\_ Yes (Continue)  
\_\_\_ No (Thank them and say good-bye)

Do you subscribe to Cablevision of Michigan?

- \_\_\_ Yes (Continue)  
\_\_\_ No. Would you tell us why not? (Do not read list)  
\_\_\_ Cost  
\_\_\_ Not interested in cable programming  
\_\_\_ Not available  
\_\_\_ Other \_\_\_\_\_  
(If "No" skip to sentence above question 11 and continue)

1. Why do you subscribe to cable television? (Do not read list)

- \_\_\_ Better reception  
\_\_\_ More channels  
\_\_\_ Premium channels  
\_\_\_ Community access channels  
\_\_\_ Other \_\_\_\_\_

2. What premium cable services, for example, HBO, Movie Channel, Disney do you currently subscribe to? (Do not read list)

- \_\_\_ HBO (Home Box Office)  
\_\_\_ Showtime  
\_\_\_ Movie Channel  
\_\_\_ PASS (Pro Am Sports System)  
\_\_\_ Other \_\_\_\_\_  
\_\_\_ None

3. Approximately how much money do you spend monthly for cable television services in your home? \$ \_\_\_\_\_ (Do not read list)

- ☐ Less than \$15.00
- ☐ \$15.00 to \$30.00
- ☐ \$30.00 to \$45.00
- ☐ More than \$45.00
- ☐ Don't know

4. Are you aware that your cable system has community access programming?

- ☐ Yes Can you name the channel numbers? \_\_\_\_\_
- ☐ No

5. Channels 30, 31, 32, and 33 are community access channels. Have you ever watched these channels?

- ☐ Yes (Continue)
- ☐ No (Skip to sentence above question #15 and continue)
- ☐ Don't know (Skip to sentence above question #15 and continue)

6. How often have you watched these community access cable channels in the last two weeks?

- ☐ Not at all
- ☐ 1 to 2 times
- ☐ 3 to 4 times
- ☐ 5 or more times

7. We are interested in the programs you have watched on the community access channels. Have you watched....(Read list)

<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
<u>1</u>	<u>2</u>	<u>3</u>	Local government meetings
1	2	3	Local Sports Events
1	2	3	Arts and Entertainment
1	2	3	Health and Wellness
1	2	3	Religious
1	2	3	Public Affairs
1	2	3	Children's programming
1	2	3	Educational/Instructional

8. Can you think of any particular access programs that you have seen in the past two weeks? (Record all responses)

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9. How important is the presence of community access programming in your decision to subscribe or remain with cable? (Read list)

- ☐ Not at all
- ☐ Somewhat
- ☐ Important
- ☐ Very important

10. Would you be willing to pay the same for basic cable service if community access channels were not available to you?

- ☐ Yes
- ☐ No - How much less \$ \_\_\_\_\_
- ☐ Don't know

The following questions are for classification purposes only and will be kept strictly confidential.

11. Do you belong to a designated ethnic or minority group?

- ☐ Yes
- ☐ No (Note all responses)

12. What was the year of your birth? \_\_\_\_\_

13. What education level have you completed? (Do not read list)

- ☐ High school graduate or less
- ☐ Some college
- ☐ College graduate
- ☐ Refused

14. Are you currently employed?

- ☐ Yes
- ☐ No
- ☐ Retired
- ☐ Student

15. Approximately what is your estimated total household income for this year? (Read list)

- ☐ \$15,000 or below
- ☐ \$15-30,000
- ☐ \$30-45,000
- ☐ Over \$45,000
- ☐ Refused

Those are all of the questions I have. Thank you very much for your time.

Note sex of the respondent (But do not ask)

- ☐ Female
- ☐ Male





June 20, 1991

## 1991 AUDIENCE SURVEY FINDINGS REPORT

Access Sacramento participated in an audience survey conducted in April by Northern California Research Associates (NCRA). The purpose of this survey was to provide detailed demographic data about awareness, viewership, and the perceived value of Sacramento's community programming channels to cable TV subscribers. Access Sacramento's share of the costs for this study was \$1,000.

NCRA conducted a total of 408 completed telephone calls to randomly selected Sacramento Cable subscribers regarding Access Sacramento's channel 47 (now 17), "The Sacramento Channel." Using a questionnaire developed by NCRA and Access Sacramento's Executive Director, NCRA staff asked each respondent the same questions and recorded the answers. The results were tabulated by NCRA's computer. On May 20, NCRA submitted a findings report which included 20 pages of tables regarding the responses to questions about Channel 47.

Three tables (enclosed) were prepared by Access Sacramento to consolidate the results reported in NCRA's extensive tables. Each breaks down the results by the respondents' age group, household income, and education level.

### **Table 1 - Channel 47 Viewership.**

This table includes the results regarding awareness of Channel 47, the percentage of respondents who had ever watched programs on the channel, and how often they watched in the past two weeks.

### **Table 2 - Viewership of Seven Selected Programs.**

Viewership levels of seven different program series ("State of the Arts," "We Seniors," "Neon Nite," "Oak Park Today," "Dixieland Jazz Jubilee," "Health in America," and "The Jo Anne Engle Show") are reported.

### **Table 3 - Most and Least Likely Viewers (All 1991 Survey Respondents, by Demographic Group).**

Based on information from the previous two tables, Table 3 isolates the most likely and least likely viewers (within each demographic group) of Channel 47 and the seven selected programs. Percentages are given for each, in comparison to the percentage for all respondents.

In addition to the results about awareness and viewership of Channel 47 reported in the enclosed tables, the survey also revealed the following information:

1. Over two-thirds of the respondents who have ever watched programs on Channel 47 first discovered the programs by channel flipping.

(Therefore, Sacramento Cable's recent decision to move Channels 47 and 63 to Channels 17 and 18, respectively, should make it much more likely that an increasing number of cable subscribers will find us -- as the big jump in phone calls from new viewers since May 1 appears to confirm.)

2. Ten percent of those asked said they had heard the radio advertising about Channel 47 (which we had run concurrently with this telephone survey during the first two weeks of April).
3. In response to the question, "How important is it that this local programming be available?" (which was asked of all respondents, whether or not they had ever watched Channel 47), 24% said it was "very important" and 43% said it was "somewhat important."

### HOW TO USE THE TABLES

**Table 1 -- Channel 47 Viewership**

The column on the far left includes the demographic groups being analyzed in this survey, including "All Respondents," "Aware of Ch. 47 Respondents Only," and a breakdown of all respondents by age (18-34, 35-54, and 55+), by household income (under \$30,000, \$30,000-\$44,999, and \$45,000 or more), and by education level (high school graduate or less, some college, and college graduate or higher).

Each of the other columns include two sub-columns with response data indicated in two ways: The actual number of affirmative responses under the "-#-" symbol, and the percentage of all respondents represented by that number under the "-%-" symbol.

The "Number of Respondents" column indicates the number of people interviewed in the survey. The first entry shows that there were 408 completed interviews. The next entry in the column shows that 120 people were "aware of Channel 47," an amount which is 29.4% of the 408 total. In the next entry you see that 154 survey respondents were between the ages of 18 and 34, and they accounted for 37.8% of the 408 total. And so on, down the rest of the column.

The other columns are interpreted the same way -- with one exception. Each percentage figure was computed by comparing the number at its left to the number at the far left of its row (the number beneath the "-#-" symbol in the "Number of Respondents" column). For example, under the "Have Ever Watched Ch. 47" column, note that the entry in the row entitled "\$45,000 or more" is "39 26.2%." This means that 39 (26.2% of all in that income level) of the 149 respondents in the survey with a household income of \$45,000 or more had ever watched Channel 47. Here's another example: In the "Aware of Channel 47" column, note the "54 38.0%" entry in the row entitled "35-54." This means that 54 (38.0% of all in that age group) of the 142 respondents in the survey between the ages of 35 and 54 were aware of Channel 47.

It can be very interesting to compare each percentage you find in this table to the percentage at the top of its column (in the "All Respondents" row). By doing this, you can compare the responses to a question from each demographic sub-group to the entire survey group. This enables you to determine, for example, that people with some college education report having watched Channel 47 at a significantly higher rate than the entire group (27.2% vs. 19.9%), while those with a high school degree or less report having watched Channel 47 at a much lower rate than the entire group (12.4% vs. 19.9%).



**Table 2 --Viewership of Seven Selected Programs**

This table is interpreted in exactly the same way as Table 1. This table will be particularly interesting to the producers of the selected programs. It shows, for example, that the "Dixieland Jazz Jubilee" programs have been seen by more subscribers (11.8% of all respondents) than any of the other programs. In addition, these Jazz Jubilee programs have been seen by a range of 14.1% of the respondents aged 35-54 to 9.1% of those in the 55 years and up group.

**Table 3 --Most and Least Likely Viewers (All 1991 Survey Respondents, by Demographic Group)**

Table 3 combines information from Tables 1 and 2 to isolate the demographic sub-groups which were the most likely and least likely to respond affirmatively to questions posed during the survey. In Table 3, to permit easy comparison, the first column includes the items which were shown at the top of each column in the previous tables, while the major demographic groups (age, household income, and education level) are displayed across the top this time.

Using Table 3 you can determine at a glance, for example, that the "35-54" age group was twice as likely (10.6% vs. 5.2%) to have watched the "State of the Arts" program as compared to the "55+" age group. Those in the household income category of "\$45,000 or more" were most likely (36.2%) to be aware of Channel 47, while those in the "\$30,000-\$44,999" group were the least likely (25.0%) to be aware of the channel. Respondents with some college education were much more likely (15.2% vs. 6.7%) to have watched "Neon Nite", as compared to those respondents with a high school education or less.

### **SOME GENERAL OBSERVATIONS**

1. The awareness level of Channel 47 at the time of the survey was relatively low (about 30% of all respondents), and only about one in five of the Sacramento Cable subscribers had ever watched Channel 47. (See Table 1.)

As reported earlier, however, this figure will probably grow significantly due to Sacramento Cable's channel line-up changes. It would be worthwhile to repeat this study in a year or so to measure the impact of this change.

2. A positive note: As shown in Table 1, over two-thirds of the respondents who were aware of Channel 47 had watched it on occasion. If we can get more people aware of our channels, it would appear that viewership levels would jump far above the one in five reported in this survey. Again, the new channel positions should be a major boost in this regard.
3. Our "Most Likely" viewers tend to be in the 35-54 age group, have an annual household income of \$45,000 or more, and have had some college education. Our "Least Likely" viewers are in the 55 and up age group, have an annual household income of \$30,000-\$44,999, and have a high school education or less.